



WXYZ

# ORDER

Print Date 09/14/12

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Flight Dates **09/15/12-09/17/12**

Contract / Revision      **311116 /**

Original Date / Revision  
09/14/12    09/14/12

Advertiser **Citizens for Affordable Qual**

Agency    **New Media Firm**

Buying Contact

**1322 G Street SE  
Washington, DC 20003**

Product

**Citizens for Affordable Quality Hon**

Agency Com    15%

Billing Contact

**1322 G Street SE  
Washington, DC 20003**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1629**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	36	\$27,816.25	\$32,725.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$27,816.25</b>	<b>\$32,725.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/17/12	36	\$27,816.25	\$32,725.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	09/17/12	09/17/12	430 AM News 7 Action News This Morni	CM	430a-5a	M-----	:30	1	\$150.00	P-4	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1		\$150.00		0.00				
N 2	WXYZ	09/17/12	09/17/12	5am News M-F 5am News M-F	CM	5-6am M-F	M-----	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----		1		\$500.00		0.00				
N 3	WXYZ	09/17/12	09/17/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M-----	:30	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Print Date: 09/14/12

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Contract / Revision 311116 Flight Dates 09/15/12-09/17/12

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:20:00

Advertiser Citizens for Affordable Qua Product Citizens for Affordable Qual Estimate # 1629

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/17/12	09/17/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M-----	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					2	\$1,200.00		0.00			
N 4	WXYZ	09/15/12	09/15/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					2	\$300.00		0.00			
N 5	WXYZ	09/15/12	09/15/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$750.00		0.00			
N 6	WXYZ	09/15/12	09/15/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					2	\$600.00		0.00			
N 7	WXYZ	09/16/12	09/16/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$300.00		0.00			
N 8	WXYZ	09/16/12	09/16/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$750.00		0.00			
N 9	WXYZ	09/16/12	09/16/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					2	\$500.00		0.00			
N 10	WXYZ	09/17/12	09/17/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$800.00		0.00			
N 11	WXYZ	09/17/12	09/17/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$600.00		0.00			
N 12	WXYZ	09/17/12	09/17/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	M-----	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$1,000.00		0.00			
N 13	WXYZ	09/17/12	09/17/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$1,000.00		0.00			
N 14	WXYZ	09/17/12	09/17/12	M-F 1p-2p The Chew	CM	1-2pm M-F	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$700.00		0.00			
N 15	WXYZ	09/17/12	09/17/12	M-F 3p-4p Katie	CM	3-4pm M-F	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----					1	\$700.00		0.00			



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Contract / Revision **311116** Flight Dates **09/15/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1629**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	09/17/12	09/17/12	M-F 3p-4p Katie	CM	3-4pm M-F	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$700.00		0.00			
N 16	WXYZ	09/17/12	09/17/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$1,000.00		0.00			
N 17	WXYZ	09/17/12	09/17/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$1,200.00		0.00			
N 18	WXYZ	09/17/12	09/17/12	6p News 6-630pm M-F	CM	6-630pm M-F	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$1,500.00		0.00			
N 19	WXYZ	09/17/12	09/17/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$1,500.00		0.00			
N 20	WXYZ	09/16/12	09/16/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$800.00		0.00			
N 21	WXYZ	09/15/12	09/17/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1----11	:30	3	\$2,000.00	P-4	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	1----11					2	\$2,000.00		0.00			
Week:		09/17/12	09/23/12	1-----					1	\$2,000.00		0.00			
N 22	WXYZ	09/17/12	09/17/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-M	M-----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$500.00		0.00			
N 23	WXYZ	09/17/12	09/17/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----					1	\$250.00		0.00			
N 24	WXYZ	09/15/12	09/15/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$250.00		0.00			
N 25	WXYZ	09/15/12	09/15/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$175.00		0.00			
N 26	WXYZ	09/16/12	09/16/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$750.00		0.00			
N 27	WXYZ	09/16/12	09/16/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00



WXYZ

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Contract / Revision    **311116**    Flight Dates **09/15/12-09/17/12**

Hiatus Dates

Original Date / Revision    09/14/12/    09/14/12

Order Sep    00:20:00

Advertiser    **Citizens for Affordable Qua**    Product **Citizens for Affordable Qual**    Estimate #    **1629**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WXYZ	09/16/12	09/16/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$200.00		0.00			
N28	WXYZ	09/16/12	09/16/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$150.00		0.00			
N29	WXYZ	09/15/12	09/15/12	ABC College Ftbl 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$2,500.00		0.00			
N30	WXYZ	09/16/12	09/16/12	Sunday Prime B Revenge	CM	8-9pm Sunday	-----S	:30	1	\$3,500.00	P-4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$3,500.00		0.00			
Totals														36	\$32,725.00